

I claim as follows:

1. A method of increasing win probability of a vendor competing in a complex contract competition, comprising the steps of:
 - receiving a request from a buying organization;
 - 5 calculating a value position of the buying organization;
 - framing a response to the request based on the calculated value position;
 - and
 - submitting the framed response to the buying organization.
- 10 2. The method of claim 1, comprising the further steps of:
 - calculating a value position of a competitor; and
 - predicting a competitor response to the request based on the calculated value position of the competitor.
- 15 3. The method of claim 2, including the further steps of:
 - comparing the competitor response to the calculated value position of the buying organization; and
 - predicting an outcome for the competitor.
- 20 4. The method of claim 3, including the steps of:
 - comparing the competitor response to the calculated value position of the competitor; and

adjusting the calculated value position of the competitor so that the competitor response corresponds to its calculated value position.

5. The method of claim 1, comprising the further steps of:

5 editing at least two responses to form an initial choice set;
applying the calculated value position to the initial choice set to form a final choice set; and
determining an outcome of the final choice set based on the calculated value position of the buying organization.

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6. The method of claim 1, comprising the further steps of:

calculating a value position for a vendor;
identifying an area of organizational inertia;
controlling the area of organizational inertia during an evaluation phase

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of the complex contract competition.

7. The method of claim 1, including the step of framing a first response if the calculated value position is a neutral value position, and framing a second response if the calculated value position is one of a positive and a negative value position.

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8. Calculating a value position of an organization, comprising the steps of:

assigning a value to a change in wealth factor of an organization;

comparing the assigned value to a predetermined value range;
assigning a neutral value position to the organization if the assigned
value is within the predetermined value range;
assigning a positive value position to the organization if the assigned
value is greater than the predetermined value range; and
assigning a negative value position to the organization if the assigned
value is less than the predetermined value range.

9. The method of claim 8, including the step of assigning a value to each of a
plurality of change in wealth factors.

10. The method of claim 9, wherein the change in wealth factors are selected from
the group consisting of a merger, an acquisition, a divestment, a regulation
change, a change in market demand, a change in margin, a change in
shareholder value, a change in distribution channels, a change in revenue
streams, a change in credit rating, a change in facilities requirements, a change
in competition, a change in business requirements, a change in support systems,
a phase-out of applications, a change in techtronic trends, a default on a
contract, a reduction in force, an ERO, a change in personnel, a change in
business lines, a change in product structure, a Securities and Exchange
Commission investigation, and a security breach.

11. The method of claim 9, including the steps of:

framing a first response if a neutral value position is assigned to the organization; and

framing a second response if one of a positive value position and a negative value position is assigned to the organization.

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12. The method of claim 11, wherein the organization is one of a buying organization or a vendor.

13. A system for calculating a value position of a buying organization requesting responses to a complex contract, the system comprising:

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a computer having a display;

a computer program executable by said computer, said computer program having a plurality of input fields, and said computer program having computer instructions for:

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providing a change of wealth factor corresponding to each one of said plurality of input fields;

assigning a value to each change in wealth factor entered in each of said plurality of input fields;

combining each of the assigned values to form a total value;

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comparing the total value to a predetermined value range;

assigning a neutral value position to the buying organization if the total value is within the predetermined value range;

assigning a positive value position to the buying organization if the total value is greater than the predetermined value range;

assigning a negative value position to the buying organization if the total value is less than the predetermined value range; and

5 displaying the assigned value position on the display.

14. A system for calculating a value position of a competitor competing with a vendor for a complex contract, the system comprising:

a computer having a display;

10 a computer program executable by said computer, said computer program having a plurality of input fields, and said computer program having computer instructions for:

providing a change of wealth factor corresponding to each one of said plurality of input fields;

15 assigning a value to each change in wealth factor entered in each of said plurality of input fields;

combining each of the assigned values to form a total value;

comparing the total value to a predetermined value range;

20 assigning a neutral value position to the competitor if the total value is within the predetermined value range;

assigning a positive value position to the competitor if the total value is greater than the predetermined value range;

assigning a negative value position to the competitor if the total value is less than the predetermined value range; and
displaying the assigned value position on the display.